

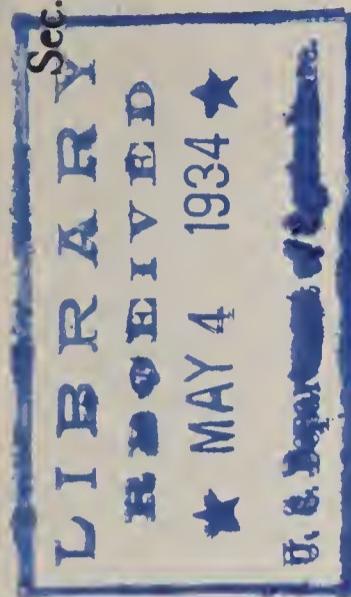
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1934

Sect. 562 P. L. & R.



CHARLES L. VERNON
GLADYS L. VERNON

VERNON FLORAL COMPANY
GROWING EXCLUSIVE DAHLIAS EXCLUSIVELY
CUT FLOWERS---ROOTS AND SEEDS

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3118 JUNE STREET
INGLEWOOD, CALIFORNIA

Mrs. Vernon

To U.S. Department of Agriculture;

Bureau of Plant Industry, Horticulture,

Washington, D.C.

—1934—

Greetings To Our Dahlia Friends:

We take great pleasure in presenting again to you an excellent list of new originations and other standard varieties of dahlias.

You will note that we have dropped the names of several varieties from our catalog. Some have been replaced with better varieties and some we are withholding to increase our stock. This is especially true in regard to miniatures. We did not reserve sufficient planting stock from the heavy run last year.

We are not trying to either grow or list every variety of dahlia in existence. We are merely trying to sell roots of varieties that we grow.

We will not tire you with a long detailed report of our winnings this past season, just a summary. We showed at Inglewood, Long Beach and Los Angeles, winning approximately thirty-five firsts and eighteen seconds; a total of fifty-three wins out of seventy-two entries. We won best general display at Inglewood and Los Angeles and second at Long Beach, with the keenest competition we have had for several years.

We are taking this opportunity to thank all our customers and friends for their loyal support and patronage through the past trying season. We have better times ahead and better dahlias.

We are diverging from our usual rule and will sell rooted cuttings from Marie Dressler this year.

TERMS: Remittance with order. Transportation paid on all retail orders of \$1.00 upward.

With best wishes for a happy and prosperous new year, we are,

Cordially yours,

VERNON FLORAL COMPANY

Gladys L. Vernon

Charles L. Vernon

All abbreviations are as follows: (P) Peony, (C) Cactus, (D) Decorative, (B) Ball, (M) Miniature, (Po) Pompon, (S) Semi, (F) Formal, (I) Informal.

OUR 1934 INTRODUCTIONS

MARIE DRESSLER

This formal decorative is a lovely creation in pomegranate red. We predict that this dahlia will prove as popular in the red class as Jersey Beauty in the pink. It resembles the parent (Jersey Beauty) in form, size and growing habits. Both an exhibition and cut flower. A dahlia well worthy the lovable star whose name it bears. Roots \$15.00. Plants \$7.50.



DOT FARLEY

This informal decorative is a dahlia of which any originator could well be proud. Blending in its color makeup all the rich golden yellow and peach-pink tones of a California desert sunset. We have grown this dahlia for seven years and although a very large flower (ten inches under normal growing conditions) it has the endorsement of leading florists of Southern California, as an excellent cut flower. This is one of the very few dahlias in existence that we think has no bad features. Roots only \$10.00.



CENTINELA QUEEN

This informal decorative is a bi-color, crimson, tipped white. This is a Barker origination which we are proud to introduce. A consistent blue ribbon winner and an excellent cut flower variety. Roots only \$2.

LA NIEVA

This pompon is as white as the snow for which it is named. We consider it the finest white pompon ever introduced. Its texture is very fine, stems long and stiff, a straight growing plant and exceptionally prolific. A three time winner at our three shows this year. Roots \$2.00.

DAINTY MAID

Formal decorative. White, delicately flushed and overcast with lavender. While only a five inch blossom, its exquisite coloring and exotic formation make it worthy of space in any garden. A splendid keeper. Roots only \$1.00.

PINK PERFECTION

Decorative Ball. This Delice pink ball won an award of merit in 1931 at the Los Angeles Biltmore show as a seedling. Has a good stiff stem, a prolific bloomer and an excellent cut flower. Roots only \$1.00.

MAIDE

This is a large pompon, a blending of red and yellow that looks like orange when massed. This dahlia requires too much disbudding to make a first class florist's flower, but is ideal for landscaping or for anyone that wants a profusion of bloom in the garden. Low growing and bushy. Roots only \$1.00.

SPECIAL OFFER No. 1

One each of these seven varieties for \$25.00. This is positively the only discount allowed on this collection.

OTHER NEW AND STANDARD VARIETIES

PATRICIA ARMSTRONG (DB) Again won blue ribbon at Los Angeles show this year as best basket ball dahlias. A dark red and white variegated that blooms about sixty per cent red. One of the best florist's flowers we grow. Blooms average five and one-half inches. Roots only \$3.50.

TRINK (FD) Another red, but a good one. We have grown this in large quantities for six years. It is a very late bloomer but a florist's favorite. One of those rare varieties that make up a lovely basket without anything else with it. An autumn red that blooms long after everything else in the garden is through. Roots only \$1.00.

PAULINE ARMSTRONG (FD) Large purple and lavender variegated. Roots only \$1.50.



The above photograph of Miss Dressler with Charles and Gladys Vernon the originators of "Marie Dressler" was taken in her Beverly Hills home by M.G.M. studio photographers. The floral arrangement was by Ambassador Hotel Florists and shows to advantage how well they make up in basket work.

MY GIRL (FD)	Large carmine. Exhibition only.....	.50
CANARY CUP (FD)	Still the best yellow.....	.50
FLAMING METEOR (FD)	Large flame red.....	.50
DOROTHY FRENCH (FD)	Large orchid pink.....	.50
FRANCIS DUNCAN (FD)	Still the best lavender.....	.50
JERSEY BEAUTY (FD)	Salmon pink. Still a favorite.....	.50

SPECIAL OFFER No. 2

One each of the above nine varieties for \$7.00.

MINIATURES

BEATRICE VAN VALKENBURG (FDM) If you want the best do not overlook this one. It won first prize in Southern California's three largest shows this year. The color is between pink and lavender, has a good stem and a prolific bloomer. It never gets larger than a pompon. A Frank C. Mulkey origination. Roots only \$1.00.

BABY JERSEY (FDM) This lovely pink miniature is proving very popular judging from the splendid reports that have come in from where we sold it last year, and the advance orders we are receiving. For the benefit of new friends we will describe it again. A tall growing, prolific bloomer on the finest stem possible. Color same as Jersey Beauty and requires little if any disbudding. We do not even top our plants, pinching out only the terminal bud for best results. We introduced this dahlia last year and still think it will be one of the most popular miniatures. Priced this year at \$2.00.



The above photograph of Miss Dot Farley with her namesake was taken on the tenth day of October, long after the dahlia had passed its prime. The picture, however, shows their size and how well the blooms are carried on their long, stiff stems. To say they hold their centers late is not telling all the truth; they never open their centers.

NORMA JEAN (FDM)	True mallow purple. One of our best.	
Roots only	\$0.50	
ELIZABETH PAPE (CM)	Salmon and shrimp pink. Still	
a favorite. Roots only35	
GARDEN LOVE (FDM)	Carmen rose. Very popular. Roots	
only35	

SPECIAL OFFER No. 3

One each of the above five varieties for \$3.50.

POMPONS

ANNA VON SCHWERIN. Shell pink, shading to white at center.....	\$0.50
BABY MARIE OSBORNE. An outstanding new canary yellow.....	.35
GIRLIE. True lilac.....	.25
GOLDILOCKS. Good golds are rare. This is very good.....	.50
HAAKE'S GLOW. Yellow base, tipped old rose	.35
HELEN ANITA. Lavender, shading to white at center.....	.25
KATHLEEN. Salmon rose, something different in color25
LIBBIE ROHR. A good purple with long stems	.50
LITTLE DAVID. Burnt orange. Very small.....	.25
MARY MUNNS. Mallow purple. One of our best	.50
MIKE. Orange red. Very lively.....	.50
MYRA. Canary base, heavily tipped raspberry red35
PEGGY ANN. An outstanding dark bronze.....	.35
PIXY. Yellow base, tipped Indian red. Very small35
PRISCILLA. Shell pink. Long stems and very prolific bloomer.....	.50
ROSEA. Bluish lilac.....	.25
TY TEE. Rose blending to peach.....	.35
YELLOW GEM. A good prolific light yellow.....	.25

SPECIAL OFFER No. 4

One each, any ten varieties, your choice for \$3.50.

DAHLIA SEED

To those who are interested in growing the smaller type of dahlias from seed we are offering the following:

	Per Packet
Pompon mixed.....	\$1.00
Miniature mixed.....	1.00
Ball (New type dec.).....	2.00
General mixture	1.00



The above photograph is an unnamed seedling grown from our new type decorative ball seed. The flower on the left is a side view, the center bloom is a rear view and the one on the right is a front view. Note the long, stiff stem, the distance to the first set of leaves and best of all we have had some of these keep eight days after cutting. The center bloom measures six and one-half inches in diameter. We won a blue ribbon on this variety at one of our shows this year as the best individual dahlia in the show.

The photograph on the opposite page shows the exhibit of the Vernon Floral Company at the Dahlia Society of Southern California's Los Angeles show last September, winning first prize for best general display. Upper row reading from left to right; on the pedestal in the middle of the painting, a basket of Trink and Garden Love. On the pedestal to the right of that, the first prize basket of singles. In front of the mirror on the pedestal, a basket of Jersey Beauty and Baby Jersey. In the corner on the pedestal, a vase of fifty blooms of Dot Farley. On the pedestal at the extreme right, a bowl of Flaming Meteor and a new pompon, Maide. Lower row, left to right: the basket at the extreme left is Centinela Queen, second prize for best basket of decorative. To the right of that in the swan bowl, is the white pompon, La Nieva, first prize. To the right of that and just above the number thirty-six, is the dark red decorative ball, Patricia Armstrong, first prize. Just above and in back of that are three blooms of Pauline Armstrong, first prize. In front of the mirror and on the table, a basket of the new miniature, Beatrice Van Valkenburg, first prize. In the corner, a basket of fifty Dot Farley, second for best fifty decorative. Right over the number thirty-five is another first prize basket, the most artistic basket of pompons. At the extreme right is the first prize basket of yellow, Canary Cup and Baby Marie Osborne. Floral arrangement by Ambassador Hotel Florist.



VERNON FLORAL COMPANY EXHIBIT AT THE DAHLIA SOCIETY OF SOUTHERN CALIFORNIA'S
FOURTEENTH ANNUAL SHOW, ALEXANDRIA HOTEL, LOS ANGELES, SEPT. 16-17, 1933.